



Application No.: 10/090,120
Response to Office Action of 02/24/2004
Attorney Docket: GESTN-001A

Amendments to the Claims:

1. (Amended) A package for mailing items from a merchant to a customer, the package comprising:

at least one surface, the surface having a bar code thereon; wherein the bar code identifies the customer, wherein the bar code includes an order and return history of prior purchases and returns for that customer other than the item mailed.

2. (Cancelled)

3. (Amended) The package of Claim 1, wherein the package is marked by the merchant with the return mailing address of the merchant~~merchandise~~.

4. (Previously Presented) The package of Claim 1, wherein scanning the bar code enables the merchant to identify items or categories of items in which the customer is interested.

5. (Amended) A method of tracking an order and return history of a customer, the method comprising the steps of:

a merchant providing a package containing a flat disk having recorded thereon audio or audiovisual information for mailing a product sold to the customer, the package including a bar code on the package that identifies the customer, the barcode located on an exterior of the package;

receiving the package from the customer, the package containing a returned flat disk having recorded thereon audio or audiovisual information~~items~~;

scanning the bar code to identify the customer;

inputting the returned items into an inventory database; and

updating the customer's order and return history.

6. (Previously Presented) The method of Claim 5, wherein the steps of inputting the returned items into the inventory database and updating the customer's order and return history are performed simultaneously.

7. (Withdrawn) A method of targeted advertising, the method comprising the steps of:

accumulating information about orders placed by a customer;

analyzing the information;

predicting, based on the information, what type of items the customer is likely to purchase in the future; and

mailing the customer an item in response to a request by the customer; and

providing the customer with advertising directed toward those items along with the item~~by mail~~.

8. (Withdrawn) The method of Claim 7, the method further comprising the step of:
providing a package including a bar code that identifies the customer.
9. (Withdrawn) The method of Claim 8, the method further comprising the step of:
receiving an order from the customer.
10. (Withdrawn) The method of Claim 9, the method further comprising the step of:
scanning the customer's bar code.
11. (Withdrawn) The method of Claim 8, wherein the advertising is provided to the customer in a second package that includes the customer's bar code.
12. (Withdrawn) The method of Claim 11, the method further comprising the step of sending the second package to the customer.
13. (Cancelled)
14. (Previously Presented) The package of Claim 1, wherein the customer is identified by name.
15. (Previously Presented) The package of Claim 1, wherein the customer is identified by address.
16. (Previously Presented) The package of Claim 4, wherein information on at least one item in which the customer is interested is included in the package.
17. (Previously Presented) The method of Claim 5, wherein items are returned because the customer found them unacceptable.
18. (Withdrawn) The method of Claim 7, wherein the advertising is provided in a mailed packaging containing an item ordered by the customer.
19. (Withdrawn) The method of Claim 7, wherein the advertising is selected based at least in part on the return history of the customer.
20. (Withdrawn) A method of targeted advertising, the method comprising the steps of:
accumulating information about orders placed by a customer;

analyzing the information;
predicting, based on the information, what type of items the customer is likely to purchase in the future;
mailing the customer an item in response to a request by the customer;
providing the customer with advertising directed toward those items by mail, wherein the advertising is selected at least in part on the return history of the customer.

21. (New) The package of Claim 1, wherein the package contains at least one item sent by the merchant to the customer.

22. (New) A package for mailing items from a merchant to a customer, the package comprising:

a mailing package having a bar code on at least one exterior surface of the package, the bar code identifying the customer, the package being substantially flat and configured to hold a flat, circular disc containing an audio or audiovisual recording.

23. (New) The package of Claim 22, wherein the bar code includes an order and return history for the customer including at least some prior returns.

24. (New) The package of Claim 22, wherein the package is marked by the merchant with the return mailing address of the merchant.

25. (New) The package of Claim 22, wherein the package contains an item returned by the customer, and wherein scanning the bar code provides information on items or categories of items in which the customer demonstrated an interest other than a specific item returned.

26. (New) The package of Claim 22, wherein the package comprises a sealable container for two-way shipping of merchandise via mail.

27. (New) The package of Claim 22, wherein the package comprises a multi-sided central panel with an edge along each of the multiple sides, and each side has an additional panel foldably attached to one of the edges of the central panel.

28. (New) The package of Claim 27, wherein the central panel has four sides.

29. (New) The package of Claim 28, wherein each of the additional panels has an area approximately half the area of the central panel and is long enough to extend across opposing edges of the panel.
30. (New) The package of Claim 22, wherein at least one of the additional panels further comprises more than one folded panel.
31. (New) The package of Claim 22, wherein one of the additional panels has an adhesive strip located to abut and seal a different one of the additional panels.
32. (New) The package of Claim 22, wherein one of the additional panels has an exterior surface bearing the customer's name and address.
33. (New) The package of Claim 22, wherein one of the additional panels has an exterior surface bearing the merchant's name and address.
34. (New) The package of Claim 22, wherein one of the additional panels has a tear-away strip located extending across said one of the additional panels and located adjacent an adhesive strip.
35. (New) The package of Claim 22, wherein one of the additional panels has an exterior surface bearing the customer's name and address.
36. (New) The package of Claim 22, wherein one of the additional panels has a first surface which may be located on an exterior surface of the package, the first surface having prepaid postage and the merchant's address thereon.
37. (New) The package of Claim 22, further comprising targeted promotional materials selected for the customer based on the customer's order information.
38. (New) The package of Claim 1, wherein the package contains a flat, circular disk and the package comprises a multi-sided central panel with an edge along each of the multiple sides, and the same number of additional panels each foldably attached to one of the edges of the central panel.
39. (New) The package of Claim 38, wherein the central panel has four sides.
40. (New) The package of Claim 38, wherein each of the additional panels has an area approximately half the area of the central panel and is long enough to extend across opposing edges of the panel.

41. (New) The package of Claim 38, wherein at least one of the additional panels further comprises more than one panel extending from the same edge of the central panel.
42. (New) The package of Claim 38, wherein one of the additional panels has an adhesive strip located to abut and seal a different one of the additional panels.
43. (New) The package of Claim 38, wherein one of the additional panels has an exterior surface bearing the customer's name and address.
44. (New) The package of Claim 38, wherein one of the additional panels has an exterior surface bearing the merchant's name and address.
45. (New) The package of Claim 38, wherein one of the additional panels has a tear-away strip located extending across said one of the additional panels and located adjacent an adhesive strip.
46. (New) The package of Claim 38, wherein one of the additional panels has an exterior surface bearing the customer's name and address.
47. (New) The package of Claim 38, wherein one of the additional panels has a first surface which may be located on an exterior surface of the package, the first surface having prepaid postage and the merchant's address thereon.
48. (New) The package of Claim 38, further comprising targeted promotional materials selected for the customer based on the customer's order information.
49. (New) The package of Claim 5, wherein the package contains a flat, circular disk and the package comprises a four-sided central panel with an edge along each of the four sides, and four additional panels each foldably attached to one of the edges of the central panel, with each of the additional panels having an area less than an area of the central panel and being long enough to extend across opposing edges of the panel.